

**Visioning Advisory Committee (VAC) Minutes
City of Beaverton
June 6, 2012**

Members Present:

Lacey Beaty, Jennifer Browning, Rhonda Coakley, Ty Garo, Jolene Guptill, Jaann Hoisington, Christine Lau, Cathy Robart, Jeremy Tran

Absences: Mark Fagin, Kevin Hoover, Jerry Jones

Council Liaison: Ian King

Project Team: Erin Gordenier and Holly Thompson, City of Beaverton

Guests: Tom Mills, TriMet; Gail Snyder; Massoud Saberiyan, SABA Consulting & Engineering Services

Meeting called to order by Chair Jaann Hoisington at 6:35 PM

1. Welcome and Approval of Minutes

The April minutes were approved with no changes.

2. Welcome New VAC Member

The VAC welcomed its newest member, Jeremy Tran. Members and guests introduced themselves.

3. Guest Speaker: Westside Transportation Plan

Tom Mills, service planner for TriMet, gave an overview of the “Westside Service Enhancement” project. The process involves a comprehensive look at the services in the Westside area (Beaverton, Hillsboro, Forest Grove, Cornelius, Co., and other areas of Washington County), and possible improvements based on discoveries. TriMet has been meeting with stakeholder groups and conducting public outreach to address their budget deficit.

The VAC shared their feedback, including extending service hours, increasing transit routes, adding more north-south routes, making existing travel more efficient, building park-and-ride lots, and improving traffic flow.

Both VAC representatives and TriMet reiterated coordination with the Beaverton Community Vision, including addressing safety at bus stops and ameliorating the Beaverton Transit Center parking situation.

4. Committee Reports

Partners

Jolene Guptill and other VAC members who were present gave a summary of the May 10 lead partner meeting. The partners were grouped randomly to address four topics: accomplishments/actions, obstacles/challenges, suggestions and questions. The overall consensus of VAC members who were there is that surveys are a good start, but face-to-face sessions like the event are useful and inspiring. Several connections were made during the meeting, especially among groups without obvious commonalities.

The VAC discussed the pros and cons of having a board of partners meet regularly. Concerns included needing more regular partner communication versus taking too much of busy partners' time.

Erin Gordenier commented that a regular monthly email was suggested at the lead partner event, which could be an alternative to more frequent meetings, and would be a good reminder that the VAC is available as a resource.

VAC members also discussed the possibility of holding additional partner meetings in the fall, to increase participation in the annual survey. Holly shared that the partner survey will be conducted in the fall, because summer is a more difficult time to make connections with partners.

The VAC agreed that both lead and support partners will be surveyed in the future, in an effort to increase communication. They may receive different surveys based on level of partnership.

The VAC discussed possibly combining with existing meetings by other partners, instead of holding separate partner meetings, but agreed that it would be best to keep the visioning partners' meetings distinct.

Ty is working on a database of partner resources, which would match resources and needs between partners. Tracking and recording would ultimately assist the VAC in communications with partners.

Lacey brought up the issue of social media, an easy and quick method of involving partners and disseminating information. Jolene will be reporting on this topic at the next VAC meeting.

Jaann gave the following update from Mark Fagin regarding the partner subcommittee workplan items:

3a: no update

3b: tabled until further discussion

3c: MYAB will reconvene in the fall and the VAC will update their new board at that time.

3d: Ty is looking into options to catalog information.

Events

Lacey reported that there is plenty of time to address a fall cleanup, as introduced in the spring. The VAC does not plan to do a summer cleanup this year.

Outreach

Jaann reported on behalf of Jerry Jones that the following were discussed regarding outreach: creating an electronic newsletter, brainstorming Facebook or Twitter posts to interact with public, and updating partner contact rosters.

5. August 11 Open House Planning

Based on the experience in 2011, Erin suggested that the VAC nix "goal area" booths, and instead have one welcome booth and VAC helpers throughout the event. The committee

agreed. A raffle was discussed but ultimately dismissed because of the extensive logistics needed. Other attractions may include balloons, the beaver mascot, and acoustic music.

Several VAC members volunteered to coordinate aspects of the open house:

- Interactive scavenger hunt for kids and families: Cathy Robart
- Volunteer coordination: Lacey Beaty
- Social media/promotion: Jennifer Browning
- Food drive assistance: Rhonda Coakley

As a related note and tabled for the next meeting, Cathy brought up the opportunity to participate in the Beaverton Parade on September 8. She agreed to email the form with further information before the next meeting.

6. Council Liaison Update

Councilor King said that the Council finished their budget meeting with more to follow. Furthermore, the City approved the hiring of a Diversity Coordinator, who will be an additional resource for the VAC in the future.

7. VAC and Staff Updates

Upcoming events calendars and flyers were passed out, including a sign-up for BCV participation at summer events.

Holly recently presented to the IAP2 Regional Network as a guest speaker, on the topic of Beaverton Community Vision. Her overall experience was very positive, and she received good feedback from the audience. They were especially impressed with the quality of volunteers who have participated in Beaverton Community Vision.

Holly shared that the Oregon Food Bank would like to coordinate the “food backpack” idea with local churches and pantries. Ideally, churches would serve as a drop-off location and food packages could be assembled after pick-up. The OFB needs help making pitches to churches and getting buy-in and commitments. Rhonda suggested contacting Care to Share, and offered to get in touch with OFB on behalf of the VAC.

8. Public Comment

Gail Snyder introduced a concept mapping tool to the VAC as a way to supplement the database and partner communications mentioned earlier.

Meeting adjourned at 8:36 PM.

Next meeting will be at 6:30 PM on June 27, 2012.

Minutes will be approved at the next VAC meeting.